

**SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR AFFILIATE
TRACKING FOR THE DISSEMINATION OF PROMOTIONAL AND
MARKETING MATERIAL VIA E-MAIL**

ABSTRACT

A method is provided for performance based referral credit based on user transactions utilizing a network. A referring entity is allowed to present a publication. The referring entity is assigned a unique identifier associated with the publication. Input from a user is received for subscribing to the publication utilizing a network. A tracking code is assigned that traces to the user input and the unique identifier. The publication is forwarded to the user based on the user input utilizing the network. The user is allowed to select an entity associated with the publication. The tracking code is identified when the user conducts a transaction with the entity, in order to provide a credit to the referring entity.